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Murray Hysen
SENIOR VICE PRESIDENT

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Mr. Jon Zoler
Philip Morris Research
120 Park Ave.
New York, NY 10017

Dear Jon:

As a follow-up to yesterday's B&H meeting, attached is some material that we sent Karen about two years ago that summarizes potential projective statements on self-perceptions.

A few items that might be considered as additions to those already noted in the questionnaire draft are:

- . I like to be regarded by other people as a leader
- . I enjoy indulging myself every once in a while
- . I can do almost anything I set out to do
- . It doesn't pay to set one's goals too high because what happens is a matter of luck anyway

Cordially,

Murray Hysen
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MH/dsr

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